

Why I Took on the Saxon

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During last June and July, when it became known among the trade that the Ford Motor Company intended opening a factory branch in Richmond, representatives of eleven well-known motor car factories came to Richmond for the purpose of interesting me in handling their cars in this territory.

About twenty others wrote me, offering to send a representative if I evinced sufficient interest in their product to justify them in doing so.

My ten years' active experience in the automobile business in Detroit, Philadelphia, Baltimore and Richmond have given me, I believe, a very fair general knowledge of motor car values.

I eliminated, after serious consideration, all cars which were not, in my opinion, sufficiently well constructed to furnish continuous satisfactory service to owners, and at a minimum expense for upkeep, disregarding entirely the much larger commissions allowed on such cars.

I also eliminated several exceedingly good, high-priced cars for the reason that the possible sale of such cars in Virginia is too limited to justify the maintenance of our extensive sales and service organization in Richmond and Norfolk and our dealers throughout the State.

I determined to handle a thoroughly well-built car which would furnish owners maximum service at minimum expense, including first cost and maintenance.

I interviewed the leading dealers and distributors in six large cities in the Middle West, where competition is constantly keen, to ascertain which cars were giving the best service to customers and selling in the greatest quantities.

In Detroit, the center of the automobile industry, I found more Saxon cars in use than any other makes, with the exception of Fords. In Indianapolis, Toledo, Minneapolis, Cleveland and Pittsburgh the proportion seemed nearly as great.

In these cities Saxon distributors have contracted for from 1,500 to 4,000 Saxon cars each for the present 1916-1917 season.

In answer to my direct question, as man to man, these dealers advised me that the necessary service work on Saxon cars cost them less money per car than any other car they had ever handled.

It is but reasonable to presume that a car requiring a minimum of repairs and adjustments from a dealer will render a maximum of satisfactory service to an owner.

During the past six years that I have been selling cars in Richmond my policy has always been "Satisfactory service to our customers, regardless of cost"—but the cost of such service has been considerably more than I have ever been willing to admit.

I visited the factories of several of the cars which I was investigating to ascertain their policy concerning the quality and quantity of the cars

they proposed to build, not only this year and next year, but for the next five years.

I found the Saxon Motor Car Company had grown faster than any other automobile factory in the business.

The first Saxon car was shipped from the factory on March 1, 1914, and in the first eight months 6,915 Saxons were built and placed in the hands of owners.

In the next eight months (December 1, 1914, to July 31, 1915), with the "Saxon Six" added to the line, 10,873 cars were sold.

In the next twelve months (August 1, 1915, to August 1, 1916) 26,466 Saxon cars were delivered to customers.

For the present 1916-17 season plans have been made and contracts have been let for the production of from 50,000 to 60,000 Saxon cars.

It took the Ford Motor Company six years before they were able to build and sell 10,000 cars in one year, yet the Saxon Motor Car Company built and sold over 10,000 cars the second eight months they were in business.

Surely such a record would be impossible unless Saxon cars were built right and giving satisfactory service.

I found that units comprising Saxon cars were secured from the best parts-manufacturers in the business, each one the recognized leader in their particular specialty.

Motors for both the "Saxon Six" and "Saxon Four" are secured from the Continental Motor Company, the largest manufacturers of high-grade motors in the world, who furnish motors for such cars as the National, Owen Magnetic, Velie, Paige, etc.

The Continental motor has been chosen by more than 150 manufacturers of automobiles and trucks—frank acknowledgment that it equals any motor they themselves could build.

Complete front and rear-axle constructions are furnished by "Timken"—the largest manufacturer of high-grade axles and bearings in this country. Timken axles and bearings are used in such cars and trucks as the Packard, Cadillac, Hudson, Peerless, Stutz, Chalmers, Premier, Winton, etc.

The Saxon radiators are furnished by the Fedders Manufacturing Company. Fedders radiators are used on nearly all racing cars. The strain of racing would soon wreck a cheaper and less sturdily constructed product. Fedders radiators are also used extensively on high-grade trucks, where vibration would soon cause endless trouble with inferior radiators. They are regular equipment on such cars as the Stutz, Pierce Arrow, National, Winton, Packard, Pathfinder, etc. The "Coast-to-Coast Pathfinder" traveled from the Atlantic to the Pacific with no leaks or radiator trouble of any sort.

The Atwater Kent ignition system, used on Saxon cars, is also regular equipment on such cars as the Peerless, Franklin, King, etc. The longest test that any ignition system has ever been given is probably the recent 10,850-mile nonstop run on the "King Eight." The Atwater Kent system furnished 120,000,000 accurately timed sparks at the rate of 1,360 sparks per minute for 10,850 miles without touching any part of the ignition system.

The Rayfield carburetors used on Saxon cars are also regular equipment on such cars as Stearns, Knight, National, Lozier, Winton, Cadillac, Haynes, Apperson, Jeffrey, Kline, Mitchell, Paige, etc. Rayfield carburetors are extensively used on racing cars for power and on pleasure cars for exceptional gasoline economy and flexibility.

"Vanadium steel cantilever springs" are rapidly becoming universal on the highest-priced cars because of their strength and easy-riding qualities.

Wagner two-unit starting and lighting systems for Saxon cars are manufactured by the Wagner Electric Manufacturing Company, who have been building motors and generators for nearly a quarter of a century. With the experience and wonderful facilities and organization of the Wagner Company, it is no wonder that Wagner engineers have advanced the art of starter-building far beyond all others.

It is, and will continue to be, the policy of the Saxon Motor Car Company to build "Saxons" of the same high-grade units and materials and at as low a price as quantity production will permit.

In order to fully satisfy myself as to "Saxon" performance and economy, I recently drove a "Saxon Six" touring car from Detroit to Richmond. The car carried five passengers. It averaged nineteen and one-half miles per gallon of gasoline for the entire 820 miles. With the single exception of tightening a nut on the windshield, no adjustments whatever were made on the car.

Two hundred "Saxon Sixes" in a recent 300-mile nonstop run averaged twenty-three and one-half miles per gallon of gasoline for the entire 60,000 miles.

Local Saxon owners in Richmond have told me they have gotten as much as twenty-five miles to a gallon with the "Six" and over thirty miles to the gallon with the "Four."

As a result of my investigation, I became convinced that Saxon cars would give customers more real service and lasting satisfaction than many cars selling for considerably more money—and for less upkeep expense than many cars selling for less money.

Such Were My Reasons for Taking on the "Saxon"